

# Needfinding and Ideating for LGBTQ Healthcare

Assignment 2  
Annabelle, Adrian, Becca, and  
Houston



# The Team!



**Annabelle**

SymSys '25



**Becca**

SymSys '25

# QUEER<sub>X</sub>



**Houston**

CS '24



**Adrian**

SymSys '24

# NEW INTERVIEWS

Lou (they/them)



21 year old senior at  
Saint Mary's College of  
California

J.G.(she/her)



49 year old psychologist  
living in Pennsylvania

C.B. (he/him)



73 year old IT  
professional and  
Stanford alum living in  
California

# Additional Findings

## From Lou

- Mental healthcare providers (e.g. therapists) tend to be more sensitive than primary care.

## From J.G.

- **Microaggressions** against LGBTQ+ people **happen regardless of income**
- Lack of supportive doctor accessibility is **not limited to queer youth**

## From C.B.

- Potential problems regarding identity are best discovered at the beginning of the patient-doctor relationship



## Original domain

We wanted to know how  
Queer communities  
experienced the  
healthcare system.



## Focused domain

Now we are focusing on  
how Queer patients can  
find supportive doctors,  
accessibly.

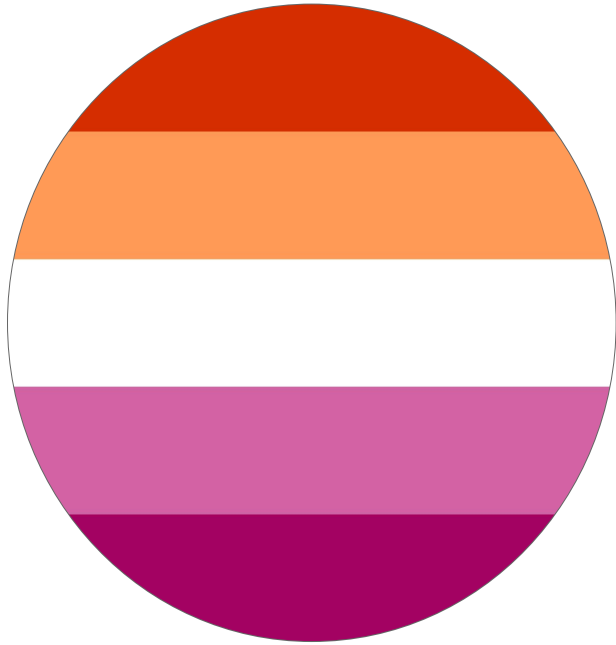
# POVs

Top 3



## POV

**We met** Puck (they/he), a transgender, pansexual, polyamorous student studying Mechanical Engineering and ASL and Deaf Cultural studies as well as a leader of their on-campus Disabled Students Union. **We were surprised to learn** that they lean on networks of Queer and disabled communities to find supportive doctors. **We wonder if** this outreach work is emotionally taxing in times when a person is already stressed about their health. **It would be game-changing** if Queer people could have a more reliable way of finding doctors that will be accepting of all aspects of their identities.



# POV

**We met** CL (she/her), a lesbian from Florida, studying at Stanford, in her dorm room at Columbae. **We were surprised by** the fact that she said she wasn't "out" to any of her healthcare providers except for her therapist. **We wonder if** she feels uncomfortable bringing it up to her doctors in Florida, not knowing who would be supportive. **It would be game changing** if CL had a way to gauge who were LGBTQ+ supportive providers.



# POV

**We met** JG, a 49 y/o cisgender, bisexual woman, who has been married to her wife for 15 years, living in Pennsylvania where she grew up and has lived most of her life. **We were surprised to learn that** she asks her other queer friends for recommendations and referrals to doctors who won't be weird/presumptions about the fact that she has a wife. **We wonder if** this is annoying for her after doing it for so long. **It would be game changing** to have a centralized location to find LGBT-allied doctors without all of the outreach.

# HMW...

**...encourage healthcare providers not to assume gender identity or heterosexuality?** (from C.L.)

**...amplify the voices within existing networks of Queer people helping each other find supportive doctors?** (from Puck and J.G.)

**...make selecting a new doctor akin to selecting a new friend?** (from C.L.)

# Experience Prototypes

For each of our 3 best solutions

# Solution 1:

**Make it easier to  
find doctors that  
are allies**

(Psychology Today Style)

Wizard-of-Oz Style Prototype

# Experience Prototypes

01.

## OUR ASSUMPTIONS

User is Queer, looking for a doctor, has access to mobile devices

02.

## CAUSES OF FAILURE

User is not looking for a doctor/doesn't care about the beliefs of their healthcare providers

03.

## LIGHTWEIGHT TEST

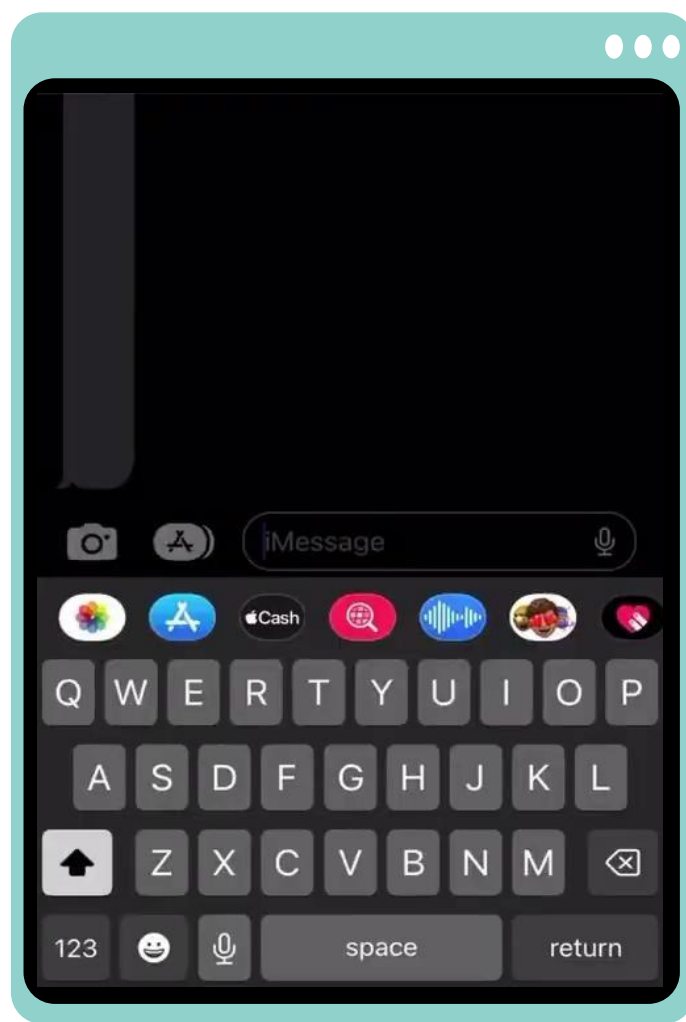
Personalized experience that takes location, distance, specialty, and identities into account.

04.

## LEARNINGS

From user: fast and efficient, nice that LGBTQ+ isn't just one category, feels like a chatbot.

Interaction with  
anonymous queer  
college student,  
chosen for a  
prototype which relies  
on comfort  
interacting with  
technology (chatbot  
style):



# Experience Prototypes

01.

## OUR ASSUMPTIONS

User is Queer, looking for a doctor, has access to mobile devices

02.

## CAUSES OF FAILURE

User is not looking for a doctor/isn't picky about healthcare providers

03.

## LIGHTWEIGHT TEST

Personalized experience that takes location, distance, specialty, and identities into account.

04.

## LEARNINGS

**From user: fast and efficient, nice that LGBTQ+ isn't just one category, feels like a chatbot.**

## Solution 2:

**Create a social media  
platform with reviews  
from the queer  
community.**

Wizard-of-Oz Style Prototype

# Experience Prototypes

01.

## OUR ASSUMPTIONS

User is Queer, looking for a doctor, and uses social outlets to find viable options

02.

## CAUSES OF FAILURE

User is not looking for a doctor or does not use social outlets to find doctors

03.

## LIGHTWEIGHT TEST

Social platform that takes identities and location into account to locate doctors with good reviews

04.

## LEARNINGS

From user: effective way to find community, better search function would be a great addition. Potential for it to get in the wrong hands.



## User: Justin T.

22 y/o. Recruited as Houston's friend, chosen to participate because he is gay.



Edit profile

**John Smith**

@QueerXanon

Transman from Austin, TX

Austin, TX Joined October 2023

7 Following 0 Followers

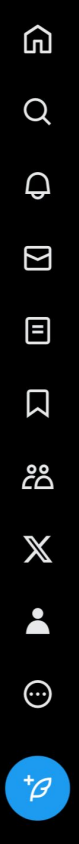
Posts Replies Highlights Media Likes

**John Smith** @QueerXanon · 2m ...  
The post-op care, in particular, left a lot to be desired. I encountered complications, and the support I expected was not there. Additionally, I felt a lack of understanding and sensitivity towards my identity as a transfeminine individual. (3/4)

1 1 1 1

**John Smith** @QueerXanon · 2m ...  
Misgendering occurred, and I sensed an overall lack of awareness regarding the unique needs of the LGBTQ+ community.

I believe in the power of community support, so if anyone is considering Dr. Smith and wants more details or has questions, please feel free to DM me. (4/4)



**John Smith** @QueerXanon · 3m ...  
Replying to @QueerXanon  
My journey with Dr. Smith unfortunately didn't meet my expectations. Communication was a significant issue—I felt like my concerns weren't adequately addressed, and there was a lack of transparency throughout the process. (2/4)

1 1 1 1

**John Smith** @QueerXanon · 3m ...  
Hey everyone, I hope this post finds you well. I want to share my recent experience with Dr. Smith, a plastic surgeon in Austin, especially for those considering gender-affirming procedures. (1/4)

1 1 1 1

**John Smith** @QueerXanon · 9m ...  
Replying to @QueerXanon and @JoeJohnAnon  
If you don't mind me asking, were there any specific aspects of the process or the staff that stood out to you as particularly affirming? I want to make sure I cover all my bases. Thanks again for your support! (2/2)

1 1 1 1

**John Smith** @QueerXanon · 22m ...  
Greetings Austin Queer Fam! 🌈 I hope y'all are thriving. I'm on the hunt for a trans-inclusive plastic surgeon in the area. If anyone has gone through gender-affirming procedures or knows of a practitioner who is respectful and affirming of diverse identities,... (1/2)

1 1 1 7 1

**John Smith** @QueerXanon · 22m ...  
I'd love to hear your thoughts. Drop your recommendations or DM me if you prefer. Let's share the knowledge and lift each other up!

1 1 1 8 1

**John Smith** @QueerXanon · 25m ...  
Hey everyone! 🙌 I hope you're all doing well. I'm a trans guy new to Chicago and in need of a trans-friendly OB-GYN. I've been searching online, but personal recommendations mean a lot to me. (1/2)



← Post

**John Smith** @QueerXanon · 24m ...  
Greetings Austin Queer Fam! 🌈 I hope y'all are thriving. I'm on the hunt for a trans-inclusive plastic surgeon in the area. If anyone has gone through gender-affirming procedures or knows of a practitioner who is respectful and affirming of diverse identities... (1/2)

1 9

**John Smith** @QueerXanon · 23m ...  
I'd love to hear your thoughts. Drop your recommendations or DM me if you prefer. Let's share the knowledge and lift each other up!

1 11

**Joe Johnson** @JoeJohnAnon · 15m ...  
Hey there! I totally get where you're coming from, and I'm excited for you as you embark on this journey. I had a fantastic experience with Dr. Smith here in Austin for my gender-affirming procedures. (1/3)

1 7

**Joe Johnson** @JoeJohnAnon · 12m ...  
They were super understanding, respectful, and made me feel comfortable throughout the entire process. The office staff was also really supportive. Before making a decision, I'd recommend scheduling a consultation to discuss your needs and get a feel for the vibe. (2/3)

1 4

**Joe Johnson** @JoeJohnAnon · 12m ...  
It made a huge difference for me. Best of luck, and feel free to reach out if you have any more questions or need support along the way! (3/3)

1 5

**John Smith** @QueerXanon · 11m ...  
Thank you so much for sharing, and I really appreciate your kind words! It's incredibly reassuring to hear about positive experiences with Dr. Smith. I'll definitely look into scheduling a consultation with them soon. (1/2)

1 4

**John Smith** @QueerXanon ...

If you don't mind me asking, were there any specific aspects of the process or the staff that stood out to you as particularly affirming? I want to make sure I cover all my bases. Thanks again for your support! (2/2)

4:28 PM · Oct 12, 2023 · 4 Views



← Post

**John Smith** @QueerXanon ...  
Hey everyone, I hope this post finds you well. I want to share my recent experience with Dr. Smith, a plastic surgeon in Austin, especially for those considering gender-affirming procedures. (1/4)

4:34 PM · Oct 12, 2023 · 2 Views

View post engagements

1 9

Post your reply Reply

**John Smith** @QueerXanon · 5m ...  
My journey with Dr. Smith unfortunately didn't meet my expectations. Communication was a significant issue—I felt like my concerns weren't adequately addressed, and there was a lack of transparency throughout the process. (2/4)

1 2

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**John Smith** @QueerXanon · 4m ...  
Misgendering occurred, and I sensed an overall lack of awareness regarding the unique needs of the LGBTQ+ community.

I believe in the power of community support, so if anyone is considering Dr. Smith and wants more details or has questions, please feel free to DM me. (4/4)

1 3

Add another post



# Experience Prototypes

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User is not looking for a doctor or does not use social outlets to find doctors

03.

## LIGHTWEIGHT TEST

Social platform that takes identities and location into account to locate doctors with good reviews

04.

## LEARNINGS

**From user: effective way to find community, better search function would be a great addition. Potential for it to get in the wrong hands.**

## Solution 3:

**Make waiting  
rooms more  
welcoming**

User-driven Prototyping Method

# Experience Prototypes

01.

## OUR ASSUMPTIONS

Patient wants a welcoming, cozy environment.  
Patient wants the whole visit to be joyful.

02.

## CAUSES OF FAILURE

Patient doesn't feel that the waiting room is an important part of their visit.

03.

## LIGHTWEIGHT TEST

Get a participant to draw their *ideal* waiting room for 5 minutes.

04.

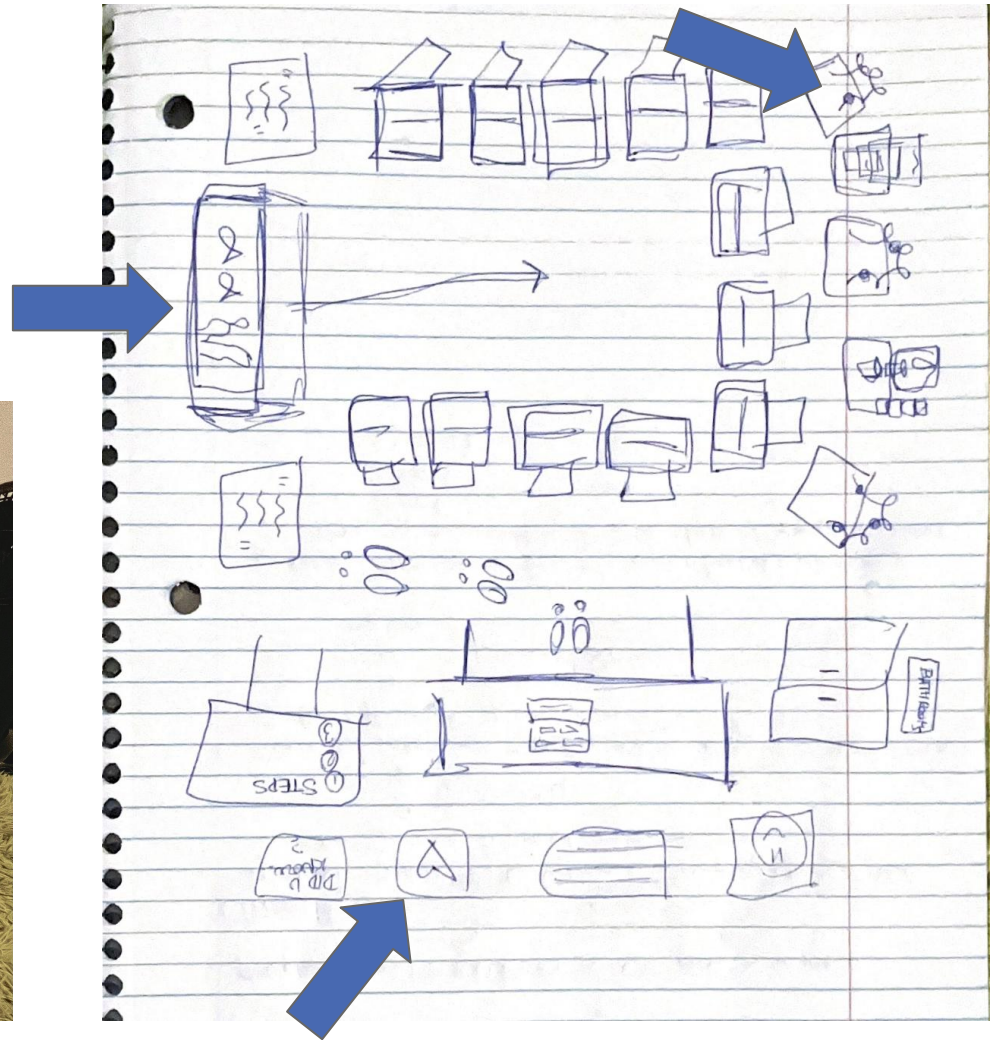
## LEARNINGS

The participant included elements that make the waiting room more welcoming and fun. It was kind of a difficult question.



**User: Safaa H.**

18 y/o. Recruited as Becca's resident, chosen to participate due to identity as a gay woman.



# Experience Prototypes

01.

## OUR ASSUMPTIONS

Patient wants a welcoming, cozy environment.  
Patient wants the whole visit to be joyful.

02.

## CAUSES OF FAILURE

Patient doesn't feel that the waiting room is an important part of their visit.

03.

## LIGHTWEIGHT TEST

Get a participant to draw their *ideal* waiting room for 5 minutes.

04.

## LEARNINGS

**The participant included elements that make the waiting room more welcoming and fun. It was kind of a difficult question.**



**NEXT STEPS**

# What solution are we going with?

Some sort of community-based app which will streamline and centralize the process of finding referrals to doctors who support queer people.

The pros:

enhances/builds on something already being done by queer people. Doesn't require doctor buy-in

The cons:

privacy concerns, doesn't help people who don't have access to a mobile device.

# THANKS!

Appendix on the next slide.

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik and illustrations



# Appendix



## Brainstorming Solutions!

### HMW encourage healthcare providers not to assume gender identity or heterosexuality?

- Put pronouns at the top of medical charts right under patient name!**
  - Address: Address
- Make an AI automatically ask the appropriate gender through existing documents and charts.**
  - Address: Address
- Make gender and sexuality questions part of your first questionnaire when you meet a doctor for the first time.**
  - Address: Address
- Make pronouns part of your medical ID on your phone/wallet watch.**
  - Address: Address
- Ask someone to verify the accuracy of gender in medical charts and communications.**
  - Address: Address
- Teach in medical schools how gender identity and also sexuality is not just a "preference" — they are medically-relevant data that should be treated as such.**
  - Address: Address
- Make the medical community more aware of the vital nature of gender identity and sexuality.**
  - Address: Address
- Use charts to make writing genders better.**
  - Address: Address
- Make it normal to ask on each visit what pronouns a person is comfortable with, and make it a standard part of their medical history.**
  - Address: Address
- Let doctors have more than the 3 minute average with their patients so that doctors get to know them and their bodies more deeply.**
  - Address: Address
- Have a centralized database that puts information from a report from a third source to avoid any spreading when reviewing charts.**
  - Address: Address
- Provide a resolution procedure for positive experiences with a provider, where patients can get feedback and praise and increase the queer experience.**
  - Address: Address
- ADD LGBTQ+ health as part of medical school curriculum.**
  - Address: Address

### HMW amplify the voices within existing networks of Queer people helping each other find supportive doctors?

- Publicize Reddit threads, Discord channels, etc that are already doing this on a smaller scale.**
  - Address: Address
- Create a social media platform with content reviews from queer community members. A way to make recommendations about possible concerns, and respond to artificial manipulation.**
  - Address: Address
- PsychologyToday.com but for primary care physicians.**
  - Address: Address
- Provide more person-to-person direct chat rating in need charts to encourage more friendly interactions.**
  - Address: Address
- Have a way for beneficial existing support groups to be formal to connect in the future again.**
  - Address: Address
- If we had infinite funds?**
  - Address: Address
- Have doctors share their personal identities if comfortable.**
  - Address: Address
- If we had infinite funds, provide financial support to community organizers who are already doing work to help their communities find supportive doctors.**
  - Address: Address
- Require doctors to have a form for appointment to help form support and link back to a queer doctor relationship.**
  - Address: Address
- Have a matching system that is based on shared identity or interest, to have some common ground.**
  - Address: Address
- Make the office less professional and more cozy.**
  - Address: Address
- A way to find safe networks that are not areas. It's a secure app with a wide covering info about doctors.**
  - Address: Address
- Employed social service that reaches out personally to Queer people and can be able to offer advice info about doctors.**
  - Address: Address
- Subreddits for gender affirming healthcare.**
  - Address: Address
- When an interaction is happening on something, require to provide info. This is a safe way to do this the source of customer.**
  - Address: Address
- Make waiting rooms more welcoming (staff knowing names, pronouns, etc).**
  - Address: Address
- There should be some sort of feedback to make interactions on more smoothly.**
  - Address: Address
- Discord-like channels based on location that compile doctors and their ratings.**
  - Address: Address
- Make a Yelp for doctors for queer people to review.**
  - Address: Address
- A way for patients to have their info protected, but it's easy for them to see a file record with a public patient.**
  - Address: Address
- Reduce the amount of in-office time used for "logistics" and administrative tasks and that for doctor/patient contact.**
  - Address: Address
- There should be a level of review request when leaving to third perspective.**
  - Address: Address
- Have patient choice information they would like to be shared of less in addition to the required info.**
  - Address: Address
- Help for doctors, allow members of the queer community to rate their experiences with physicians and reports to reporting process, providing gender affirming care, etc.**
  - Address: Address
- Find the networks that already exist and give them a more public platform.**
  - Address: Address

### HMW make selecting a new doctor akin to selecting a new friend?

- Have a way for beneficial existing support groups to be formal to connect in the future again.**
  - Address: Address
- If we had infinite funds?**
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